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Better Futures for All



Report of the Wakefield Poverty and Prosperity Commission

October 2012



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Message from Wakefield Together

These are exceptional times.

The global economy and Government funding cuts are contributing to the toughest times for both public services and local people in more than a generation. The pace and scale of the budget reductions we are experiencing present significant challenges for local service delivery and Government changes to welfare, benefits and housing are leaving some households in serious financial and social difficulties.

As Chair of the Wakefield Together Partnership, I *know* we have significant inequalities between, and even within, our communities particularly in relation to wealth and household income; in quality of life; in health and wellbeing; and in life chances. I *know* our young people need more support to improve their skills and achieve their full potential; I *know* some households are living under tremendous financial and emotional stress; and I *know* local businesses are struggling to survive, let alone prosper. I also know that the gaps between those who 'have' and 'have not' in our district is getting wider.

I don't believe this is fair.

Nor do I believe we have to accept these issues are too big to resolve or that we are not capable of bringing about improvement and creating new opportunities for our citizens and businesses – even in these difficult times.

The partners of Wakefield Together have a clear and firm commitment to not only protect those who are most vulnerable, but to make sure that *no one* is left behind - and to ensure we take full advantage of whatever opportunities present themselves to create **better futures for all** our people.

I believe that as a Partnership we can use our local knowledge, collective resources and strong commitment to public service to do just that.

That is why I commissioned Leeds Metropolitan University, with its strong academic pedigree in research and social policy, to help Wakefield Together undertake a critical self-assessment of whether we are on track for tackling the causes and symptoms of poverty. We also asked them to help set a strategic, forward plan of action on how we can better marshal our resources and efforts to improve the overall levels of prosperity in the district.

I want Wakefield to be a place not of inequity or poverty, but a place where everyone has a fair and equal chance to succeed and where individuals, households, communities and businesses can grow, thrive and prosper together.

As Leader of the Council and as Chair of Wakefield Together, I know we have some difficult challenges and decisions ahead. That is why I truly welcome this report and the work of the Commission, and would like to take this opportunity to thank everyone that has taken the time to contribute to its work.



Cllr Peter Box, CBE:
Chair, Wakefield Together
Leader, Wakefield Council

Foreword

Over the past decade or more, Wakefield district has benefited from regional and European funding support to develop and grow its local economy. Today, the continuing global economic crisis and national policy of austerity is having a significant impact on the local economy, and ultimately on the quality of life of citizens. As funding resources become more scarce, there is an impetus to find smarter, more efficient ways of supporting and tackling the issues that adversely affect the wellbeing of the district and its communities.

Poverty in the district continues to be both an economic and social issue, and is compounded by low aspirations brought about by limited opportunities that have multiplied over generations. This needs to be addressed if long term prosperity is to be achieved.

The Wakefield Commission for Poverty and Prosperity was brought together to support the continuing development of the district and to draw on the knowledge and experiences of providers, business & community leaders, academics and residents to examine important local issues, particularly the barriers and opportunities to economic success. It has specifically explored solutions to reduce poverty and increase prosperity across the major issues affecting people's quality of life: namely, education, social care, health and employment.

The Commission findings have shown there are already significant areas of recognised, excellent practice being driven by the Council and *Wakefield Together* partners; but there is also evidence that some services are not reaching all the people they need to reach. If not addressed, this will only be exacerbated as funding cuts continue.

The Commission believes that a strengthened approach to co-ordinated decision-making and action across regional and local partners (businesses, local government, statutory and voluntary organisations) would help reduce duplication of effort within the district and offer economies of scale and smarter working. The further pooling of intelligence, resources and service planning information, as well as best practice, could also lead to greater consistency and effectiveness in tackling poverty and its effects.

In preparing this report, the Commission has heard from more than 250 people and has used the evidence to make recommendations which we believe will help address the symptoms and causes of poverty and improve the prosperity for the whole Wakefield district.

To achieve this will require a sustained campaign of policy development, community engagement and focused, energetic delivery; qualities we have seen demonstrated across *Wakefield Together* partners as we have undertaken this work.



The Commission believes the recommendations within this report are crucial in ensuring that:

- There is strong and visible commitment by all partners across *Wakefield Together* to tackle the symptoms and causes of poverty.
- Existing partnerships are further strengthened to develop and share the responsibilities of maximising resources, activity and funding to address poverty in an environment of increased economic pressures
- There is increasing community involvement in the decision making that impacts their welfare and future. Empowering communities and individuals within it to make a difference to their own lives and how this is managed.
- Monitoring and evaluation of the impact and effectiveness of approaches both in quantitative (benchmarking) and qualitative assessment takes place to continuously review what is working and what is not.

As Chair of the Commission, I would like to thank personally all those who participated in providing evidence and feedback throughout the process. Your views and thoughts have been fundamental to our report findings and have helped shape the future direction of work across Wakefield Together in tackling poverty and driving prosperity.

And finally, I wish Wakefield Together all the very best as they undertake their future work to tackle poverty and raise prosperity across the Wakefield district.



Professor Andrew Slade
Chair, Wakefield Poverty and Prosperity Commission
Deputy Vice Chancellor for Research and Enterprise
Leeds Metropolitan University

Acknowledgements

This is the report of the Wakefield Poverty and Prosperity Commission, a partnership between Leeds Metropolitan University and *Wakefield Together*. The evidence underpinning the Commission was compiled by a research team from Leeds Metropolitan University led by Dr David Devins, and including Ben Mitchell, Dr Tina Conkar and Stratis Koutsoukos. Our thanks go to the Commissioners, members of the public; representatives of a range of public sector agencies including Wakefield Council; NHS Wakefield District; West Yorkshire Police; Wakefield & District Housing; members of the voluntary and community sector, the business community and academics at Leeds Metropolitan University. We would also like to thank Wakefield Council officers Joe Battye and Paul Hayes for the valuable support they have provided to the Commission.

Abbreviations

ERDF – European Regional Development Fund
FMCG- Fast Moving Corporate Goods
JSNA – Joint Strategic Needs Assessment
LCR- Leeds City Region
LSB- Local Services Boards
VCS- Voluntary and Community Sector
WDH- Wakefield District Housing
WEP- Wakefield Enterprise Partnership

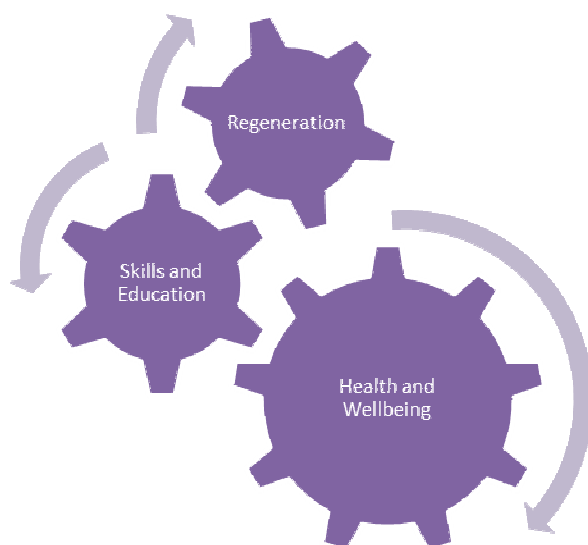


Executive Summary: Overview and Recommendations

Overview

This Executive Summary presents an overview of the findings of the Commission and its recommendations in relation to three themes which the Commission was tasked with investigating. These are:

- ❖ Health and wellbeing
- ❖ Post 16 skills and education
- ❖ Regeneration and employment



"I don't want the high life, but I do want a decent life for me and my kids. I want to live without counting the pennies every week and without being nervous that I can't afford what's in my basket when I get to the checkout. I want to live without being scared of having no job, no money and no future."

Wakefield Resident, February 2012

The themes were chosen because there is evidence that all three elements impact each other and that they have knock on effects and impacts (positive or negative) in their own right on the outcomes for individuals and communities in the district.

The report provides a summary of the current activity, good practice and initiatives that are already being undertaken by partners in Wakefield Together to address the issues and opportunities associated with the above themes – but it also identifies where further development and consolidation is required to meet the continuing, growing and changing needs of the district.

The district has a long track record of creativity and collaboration - and a strong sense of community pride - which means it is well placed to move forward and address the recommendations which have been identified.

A summary of the Commission's recommendations is given overleaf; all recommendations are framed against the original objective of this report which is **a renewed Partnership commitment to addressing poverty and raising prosperity in the Wakefield district.**

Recommendations

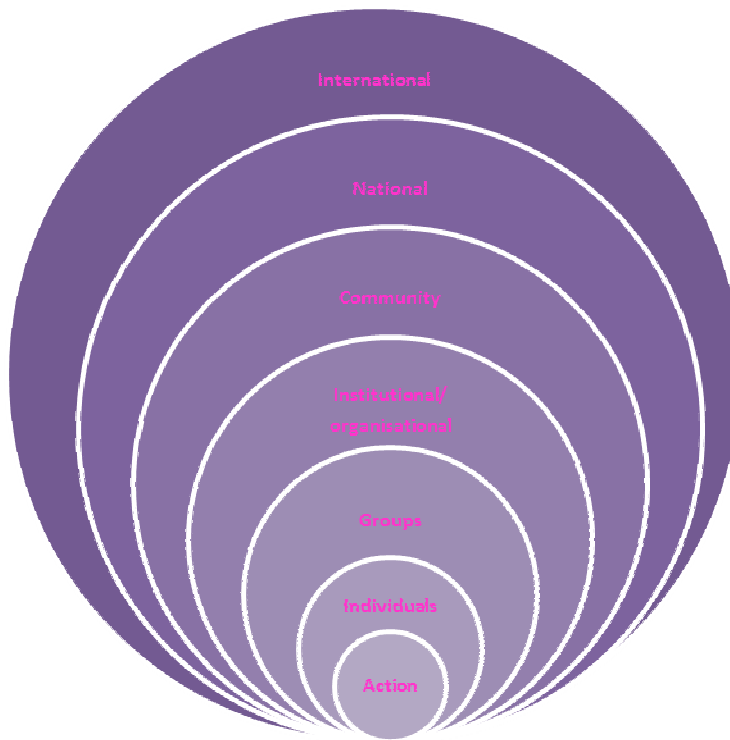
This report offers some recommendations for beginning this process of change and review which should be seen as a starting point for building a practical operational plan to make the suggested changes possible.

| Recommendations and outcomes | Headline areas for action |
|--|--|
| 1. A healthier district in mind and body | <ul style="list-style-type: none"> • Address social determinants of health • Leadership and workforce development • Service redesign • Develop community capacity and champions • Develop, enhance and maximise green space |
| 2. A higher skilled district | <ul style="list-style-type: none"> • Put employers at the heart of the system • Make sure residents and businesses know which qualifications pay • Improve access to skills for the unemployed |
| 3. A district with more quality jobs | <ul style="list-style-type: none"> • Establish a ‘futures forum’ • Foster an enterprising culture • Provide transport solutions for priority areas • Encourage local employment and development of skills • Encourage and develop social enterprises • Maximise links and opportunities of the City Region |
| 4. A district where new partnerships and partnering prosper | |
| 5. A district which creates its own future and opportunities | |
| 6. A better informed district to support a more prosperous future | <ul style="list-style-type: none"> • Strengthen business forecasting and horizon scanning |

Making it Work

The Commission and writers of this report would like to stress the importance of holistic or joined up processes moving forward, as key to the broader intention and solution in tackling poverty and encouraging prosperity and growth across the district. This is essential within the context of reducing resources and with an increased need to maximise the available resources, both tapped and currently untapped. Moving towards organic systems which are inter-dependent will create natural symbiosis and synergies where none currently exist and will empower those most affected - namely the population of the district.

The question that naturally arises from the statement above is how can this be achieved? It is undoubtedly a challenge to current thinking and approaches, both nationally and locally, and some might argue the international environment limits our ability to exact change at a local level.



The illustration above is an example of a transactional system (adapted from Strauss and Corbin (1990)¹) which is simply a visual means of expressing the interaction of various conditions and events upon other conditions and events and their consequent impact on the environment we live in.

The outer rings are those events that are most distant from local action - for example the European Union - but that have an impact nevertheless. The smaller, inner rings are those that bear most closely to local actions or events such as the regional impact (changes at West Yorkshire level) local government, communities in the Wakefield district and local residents. So actions, conditions and consequences will always have a positive or negative impact on an action and knock in, knock on or knock out effects. This has been seen with the impact of the Eurozone on the UK - and subsequently at regional and district level.

However, it is important to note that conversely, action at local level can have a knock out effect on changing the wider community, national and international levels with sufficient impetus; and this is something that the *Wakefield Together* Partnership should consider.

In many cases, the resources to make this happen lie within the collective capacity of individuals working as a community to effect change. However, it cannot be done without the support and co-operation of the local authority and the various partners, stakeholders and organisations working in the three thematic areas.

¹ Corbin J, Strauss A, (1990), Basics of Qualitative Research,- Grounded Theory Procedures and Techniques, Sage Publications, London

Full Report of the Poverty and Prosperity Commission

Introduction

*“The partners of Wakefield Together have a clear and firm commitment to not only protect those who are most vulnerable, but to make sure that no one is left behind - and to ensure we take full advantage of whatever opportunities present themselves to create **better futures for all our people.**”*

Peter Box, CBE
Leader, Wakefield Council
Chair, Local Services Board

The Wakefield district (217 square miles) is home to 326,000 people located in a range of urban and rural communities. Wakefield city (population 80,000) is the main urban area, with the district containing a number of towns to the North West², east³ and south east⁴ of the city. About three quarters of the district is rural – where about 25% of the population live and several ex-coalfield areas are located and where poverty is often most pronounced. Wakefield has a smaller than average population of young people (late teens to early 20s) and ethnic minorities and an ageing population which is increasing the demand for a variety of local services including health and social care. The population is forecast to grow, with increased life expectancy being the main factor of change over the next 20 years.

The district is home to 9,000 enterprises that have helped the local economy to make the transition from one largely reliant upon coal mining to become a centre for manufacturing, retail and distribution. About 70% of residents live and work within the district but some (notably rural ex-coalfield) areas suffer from poor access to employment opportunities. The district in general has excellent transport links at the intersection between the M1 and M62 and, with the A1 at its eastern boundary providing those with the means

and will to travel with access to employment opportunities in other regional centres such as Leeds, Sheffield and York. Inward investment has seen distribution centres and electronics companies being built on former brown belt land around the motorways. A substantial amount of land has been identified for housing development as part of Wakefield’s status as a principal location within the Leeds City Region. The district has a growing tourism, culture and leisure sector with high class assets in the form of Xcape, Trinity Walk, The National Coal Mining Museum, Nostell Priory, the Yorkshire Sculpture Park and the Hepworth Gallery.

Context

Wakefield Council and its partners have a strong record of achievement. Over £1billion of inward investment has been secured to drive major regeneration and deliver significant improvements to public realm and infrastructure, with a growing cultural sector and brand. However, the benefits of this overall rise in prosperity over the last decade have not been felt across the whole district and the gap between some communities is continuing to widen, particularly in light of the ongoing downturn.

Wakefield has a strong tradition of forging effective public service partnerships, for example, *Wakefield Together* has national recognition for its quality as a local strategic partnership. This gives the Council and its partners a strong grounding for change in tackling issues around poverty and in driving prosperity. The Council is also playing a significant role in the Leeds City Region, as well as a national role in chairing the LGA Economic Development and Transport group.

However, the case for change and fresh thinking remains strong and the context in which the Wakefield district finds itself is not one that will make delivering change easy. Wakefield also has a number of long term challenges, in particular around the health and skills, to which there are no quick and easy fixes. Many issues associated with alleviating poverty and improving prosperity in the

² Horbury, Ossett, Wrenthorpe, Stanley and Altofts

³ Normanton, Castleford, Pontefract, Knottingley and Featherstone

⁴ Upton South Kirkby and South Elmsall

district are longstanding and have affected Wakefield for generations. The district is still dealing with the social and economic impacts associated with the closure of the coal mines and the lack of quality and high skilled, high wage jobs in the area. The absence of a university within the district has hampered access to both these higher level skills and many of the other social, economic and cultural benefits a university can bring, including stimulating entrepreneurship and business innovation.

Like other local authorities, Wakefield Council - and its public sector partners - is now experiencing the most severe Government cuts since the Second World War, having been forced to make over £40m of savings in the last 2 years. The Council is already lean in comparison to many peer local authorities: With a front office: back office ratio of 77:23. By 2014-15, there will be £69m less spent on public services in Wakefield and its surrounding district by the Council alone, a cut of nearly a third in real terms.

Reductions in funding will also affect other important services including health and similar significant spending cuts are also happening in other public sector providers, most notably the Police.

The Partnership recognises the challenges from both the speed and scale of these budget reductions and the need to be realistic and focused about what can be achieved. They have however, continued to collectively invest in the long term future and development of the district, in particular further transport and regeneration schemes such as the Kirkgate area of Wakefield City Centre, Castleford, Normanton etc.

This context is placing immense pressure on all local services at a time when the gap between rich and poor is wide and growing wider still. However, if the gap was reduced it could dramatically reduce the cost and resource burden of a wide range of health and social problems, including violence, mental illness and teenage births rates. At the same time, residents could enjoy a more cohesive society¹ with stronger community life in the district.

Reductions in public spending and support for communities are also being compounded by higher living costs, a less secure labour market and a reduction in welfare and benefits payments. The

proposed cap on households' welfare benefits will, in all likelihood, worsen child poverty, particularly among workless families with several children. Raising the age at which people become eligible to receive the state pension to 66 will hit the poorest hardest as people on lower incomes are generally reliant upon state pensions and have lower life expectancy. The 15,500 residents who rely on Disability Living Allowance are vulnerable to the adverse effects of changes to that benefit as they are re-assessed (estimated to be two in three) and as a result lose access to a range of other benefits.

All of this means that alleviating poverty will be more challenging than it has been in the recent past. However at the same time sight should not be lost on the progress that has been made and the opportunities that continue to exist to raise prosperity across the Wakefield district. The district has certainly bucked the economic trend in the last 2 years, delivering a number of major regeneration schemes; latest available figures suggest the number of enterprises in the district is at an all-time high; young people are leaving school with higher levels of qualifications than ever before; significant investment has improved cultural and leisure assets and transport infrastructure; and good progress has been made in tackling health issues such as teenage pregnancy and smoking.

It is worth noting the district is well placed, both by virtue of recent employment growth and the availability of employment and housing sites, to further contribute to the growth of the Leeds City Region. Between 2003 and 2008, Wakefield was the only local authority area in the Region to experience employment growth in both public and private sectors. Employment in the public sector increased by 18.3% (5,800 jobs) and private sector employment grew by 6.9% (6,500) jobs during that time.

The Case for Change

Headline measures

- *Wakefield has a relatively poor health profile with lifestyle factors (e.g. smoking, drinking alcohol) higher than the national average*
- *Early deaths from heart disease, stroke and cancer are all worse than the national average*
- *Those living in Wakefield's most prosperous neighbourhoods can expect to live almost 9 years longer than those living in the least prosperous areas*
- *GCSE attainment has improved significantly in recent years but major inequalities persist between children from poorer areas and those in more prosperous areas*
- *Young people are less likely to go on to study at university than in many other areas of the country. Those in the most prosperous areas of Wakefield are also more than four times as likely as those in the least prosperous areas to go on to university^j*
- *The worklessness rate is high (more than one in ten of the working age population), with ill-health a key contributory factor.*
- *Self-employment rates are low (ranked in the bottom 10% of local authority districts in England), particularly in the least prosperous areas of the district*
- *Youth unemployment is above regional and national rates and is particularly prevalent in ex-coalfield areasⁱⁱ*

The Commission is founded upon the belief that everyone benefits from a fair and prosperous society in which the gap between the 'haves' and the 'have-nots' is narrowed. Differences between the earnings of the rich and poor have widened dramatically since the 1980s. Various groups are at greater risk of poverty and these groups include low paid men and women, young people, people with a disability or a limiting health problem, some ethnic groups, lone parents, ex-offenders, those without a paid job and people with low skills.

Like many other districts, Wakefield has areas of relative poverty and prosperity. In a fair society, the gaps between poverty and prosperity would be small and the opportunities available to residents to improve their quality of life and economic circumstances would be available equally to all. However this is not the case and some headline measures demonstrate the nature and scale of the challenge in the district.

The gulf between the most and least prosperous areas in Wakefield and its surrounding district on a number of health, education and employment **indicators is significant and growing** and threatens a sense of a shared community.

Issues

The lives of Wakefield's 'have' and 'have not' residents are so different that it can be difficult for those residents to relate to each other - which can ultimately impact on cohesion and sense of belonging. The three themes underpinning this Commission - health, skills and employment - are all interrelated. The statistical association between local areas with high proportions of working age adults receiving out-of work benefits and high rates of premature death is worryingly highⁱⁱⁱ.

Those suffering from ill health and/or with little disposable income often fail to realise the benefits of investments in infrastructure such as Trinity Walk or Hepworth Gallery and the leisure assets that abound in the district. They also often struggle to access the jobs or learning opportunities that may be available in the district or in neighbouring areas such as Leeds, Sheffield or York.

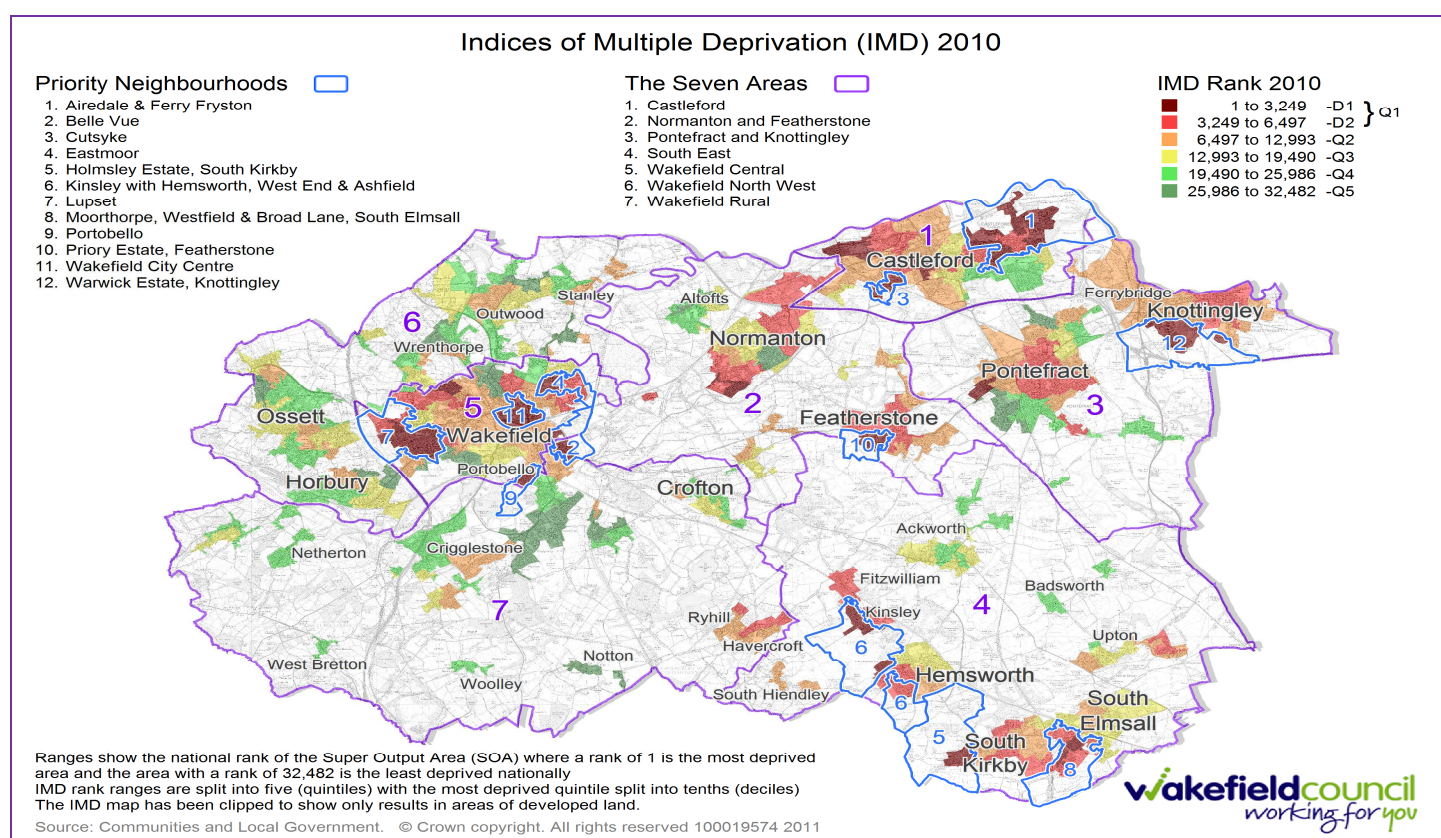
Two groups at either end of the working age population give particular cause for concern^{iv}. High child poverty rates do not end at 16 or 18 but tend to persist through young adulthood. Many young people growing up in poverty can suffer poor outcomes in the long term and move in and out of poverty for the rest of their lives. Education and work continues to be seen as a major route out of poverty however the prevalence of in-work

poverty continues to rise. Those approaching retirement contain a high proportion of both poor and prosperous, in comparison with other age groups. The best hope for these older people who are least prosperous has been to wait for pension age when more generous state support is available. However as the retirement age increases and state support for pensioners is brought in line with other benefits, the prospect of moving out of poverty recedes.

A further group of particular concern are those households which have experienced poverty for generations. They are stuck in a cycle of poverty and lack the financial capital or know-how to break out.

Working collectively with its partners, the Council has an important civic leadership role to play in both alleviating poverty and boosting prosperity, but so too does the whole community. This includes the district's diverse voluntary and community sector, businesses, wider public service providers and residents from all walks of life.

The *Wakefield Together* Partnership has identified 12 priority neighbourhoods in the district where deprivation is at its highest. Many of the indicators for these neighbourhoods show gaps in quality of life and outcomes widening against not only the rest of the district, but also the rest of the region and UK.



Opportunities

The Commission has heard that Wakefield and the surrounding district has an impressive array of assets to call upon and a willingness to work together to improve the lives of residents and support the economic development necessary to provide more and better jobs. These are the critical building blocks of further success. However, what is needed now are new and smarter ways of working - both between agencies and with local

residents and communities - to make the most of increasingly scarce resources.

Many of the ways in which people might think that a local authority and its partners could improve prosperity or alleviate poverty are not within its power. The Council's influence among local employers is largely a matter of persuasion. It cannot order local companies to pay higher wages, support the well-being of their staff or employ apprentices. It can however, use its commissioning

and procurement processes to maximise the social value to be realised.

Similarly, the Government's Localism Agenda is seeking to devolve decision-making associated with various areas of public policy including Health, Further Education, schools and economic development, to local areas and the Council can continue to influence policy and practice both through the allocation of funds and collaborative working and most especially around co-ordinated and shared agenda for the district regarding the use of assets.

There is much that Wakefield Together can continue to do to improve prosperity and boost the economy. They can help attract investment by continuing to regenerate the district's urban centres; can support local companies by networking and developing local supply chains and ensuring provision of appropriate sites and premises; and can continue to support companies with bids for funding such as the Regional Growth Fund to improve and extend local infrastructure.

Commission Process

This Commission report provides a summary of our approach, findings and recommendations to help Wakefield Together drive forward in tackling the issues and maximising the opportunities we have identified.

The Commission is 'solution focused' and the actions and recommendations we have identified are intended to be a combination of the innovative and the tried, tested and trusted. They are focused on policy and action at the district level and need to be seen within the wider context of other City Region and national developments.

Interventions need to be facilitated through structures including the Local Services Board, Health and Wellbeing Board, Wakefield Enterprise Partnership (WEP), other relevant local mechanisms and the Leeds City Region Local Enterprise Partnership (LEP). The Commission has not detailed its solutions, but framed them as calls and suggestions for action. We look forward to the Partnership's response to our proposals and their plans for next steps.

The details of the Commission process are set out in two Appendices. This includes the Commissioners (Appendix 1) and the wide-ranging methodology, including five Commission hearings, an on-line call for evidence, specially convened meetings of the local policy information and intelligence group (analysts and representatives from a range of local organisations), stakeholder events, local area visits and one to one conversations with residents and representatives of local business, further education providers and the voluntary and community sector (Appendix 2).

The Commission provides a renewed focus on reducing poverty and improving prosperity and provides support to the existing partnerships and initiatives that already seek to achieve these aims, such as: strong partnership working between the Jobcentre and Wakefield College to support the unemployed back into work; the work of the Council and developers in providing local job opportunities e.g at Trinity Walk; the Children's University for Wakefield which aims to increase the learning aspirations of children aged 5 to 14; the lead role that social enterprises such as Groundwork are taking in driving forward major regeneration projects e.g. Kirkgate; and the commitment of Wakefield & District Housing to increasing skills and developing communities.

These are examples that have been brought to the attention of the Commission. We must also acknowledge the tremendous work in the community, often undertaken by volunteers, that seeks to engage people in some of the most deprived areas of the district to improve their health and employability.

All the Commissioners hope that the report is a starting point for the beginning of a new way of working in Wakefield and a reference point for future activity undertaken by the *Wakefield Together* partnership.

Health and Wellbeing

Headline Findings

- *High standardised mortality ratio and high rates of death from circulatory disease , cancer, bronchitis, emphysema and chronic obstructive pulmonary disorder*
- *Heightened concerns associated with the effects of the recession on mental health*
- *Children born in the districts least prosperous areas are more likely to have a low birth weight*
- *People living in the most prosperous areas of Wakefield are likely to live more than 8 years longer than those living in the least prosperous areas*
- *Hospital admissions attributable to smoking cost the NHS around £7.2m in the district*

A society can be judged by the health of its population and how well people are protected from the disadvantages caused by ill-health^v. The expected outcomes that can be achieved by improving people's health and wellbeing include better educational achievement, reduced behaviours such as smoking and alcohol misuse, reduced anti-social behaviour and criminality, and higher levels of social interaction and participation^{vi}. Policies designed to manage Wakefield's specific health problems will help to tackle poverty and enhance quality of life.

..... Context

Cuts to Council funding, the transfer of public health responsibilities to local authorities and the establishment of new Health and Wellbeing Boards (HWBs) are developments that could fundamentally alter the way that health is tackled at local level. The Local Government Association has suggested that a focus on wellbeing could see a shift in the role of councils from being the provider of services towards "facilitating and enabling people to live good lives"^{vii}. At the same time, the Government has set out plans to put local government and local communities "at the

heart of improving health and wellbeing for their populations and tackling inequalities"^{viii}.

Recent policy approaches to improving the health and wellbeing of the population have concentrated on addressing health inequalities and tackling the social determinants of health. In particular, the Strategic Review on Health Inequalities in England, (the Marmot Review^{ix}) has highlighted the 'social gradient' in health where people in lower social positions are more likely to experience poor health. This social gradient doesn't just apply to those in most need; all sections of society are affected to a greater or lesser extent.

..... Wakefield's health profile

Wakefield district's population has a relatively poor health profile, partly as a result of poverty and deprivation. Wakefield's health problems include a high Standardised Mortality Ratio (SMR) and high rates of death from circulatory disease and cancer. In particular, death rates from lung cancer, bronchitis, emphysema and Chronic Obstructive Pulmonary Disorder (COPD) are notably higher than the national average^x. There are also above average rates of diabetes (5.7% compared with 5.3% nationally), coronary heart disease (4.5% compared with 3.5%), hypertension (14.4% compared with 13.4%) and stroke (2.1% compared with 1.7%)^{xi}.

..... Trends

The overall health of Wakefield's people has been improving though the overall picture for the district may hide increasing health inequalities. Although it is still unclear what the effects of the recession will be, there is an anticipated increase in demand for mental health services as a result of rising unemployment and there could be long term health impacts for children living in poverty. The growing elderly population is also expected to place a greater burden on social care and make it more difficult to direct resources to the prevention agenda.

..... Health inequalities

In Wakefield, the fact that particular health problems are more common in the deprived areas of the district shows how deprivation is a significant determinant of ill-health. Children born in the district's most deprived wards are nine times more likely to have low birth weight and six times less likely to be breastfed than those born in affluent wards. The health indicators that are linked strongly to deprivation include smoking, obesity (for those aged over 16), COPD, mental health (those on the mental health register) and alcohol-attributable admissions. There are also associations between less prosperous areas and diabetes, coronary heart disease (CHD) and hypertension.

..... Life expectancy

Life expectancy is a key indicator of health inequality. In Wakefield, average life expectancy (2006-8) was more than a year below the national average of 80 and there is an eight and a half year gap in life expectancy between the most and least prosperous areas (83 compared with 74.5)^{xii}. Wakefield has been ranked in the bottom 20% of local authority districts for life expectancy^{xiii}.

..... Lifestyle behaviours

The Commission has noted the debate around improving the health of the local population through efforts to change lifestyle behaviours and the importance of addressing the root causes of these behaviours, such as problematic debt or poor mental health. Wakefield's strategic health data shows that lifestyle risk factors include smoking, alcohol consumption, drug misuse, sexual health, unhealthy eating, low levels of physical activity and obesity^{xiv}.

The Commission hearing on health noted smoking to be a key issue because of the consequential costs for the NHS and its impact on Incapacity Benefit claims and productivity due to absenteeism from work. Smoking prevalence in Wakefield is estimated to be around 27%, with deaths from smoking, early deaths from heart disease and stroke and from cancer all being worse than the England average. Wakefield has seen a recent reduction in levels of smoking during pregnancy

from 24.2% in 2010 to 18.7% in 2011. In 2010/11, 5.3% of hospital admissions were attributable to smoking, costing the NHS in the district around £7.2m^{xv}.

..... Services

Problems relating to health, lifestyle and inequality require a joint approach by multiple Council departments, other public sector agencies and organisations from the private and voluntary sectors. The Commission noted there needs to be a change in the way services work, moving to a more holistic, enabling pattern of service delivery.

There are some good examples of joint service provision/data sharing in the district, such as integrated care networks and training on health issues that has been provided for environmental health officers, anti-social behaviour officers and Wakefield District Housing staff.

Area Working is in place within the district and there are established partnerships that include a management team with representation from the Council, the Police, Wakefield & District Housing and NHS Wakefield. There are also local area profiles that pull together data focusing on the 7 local areas and specifically on the 12 most deprived neighbourhoods. These initiatives are attempting to address health and social needs in a holistic way and may offer transferable models to other neighbourhoods and areas of work.

There is a perception that services do not always match need, particularly in priority neighbourhoods. This can lead to under-utilisation of services and late diagnosis of health conditions. Issues have also been described where, following the targeting of services, little difference in progress has been shown between some areas that have been targeted and received money or initiatives and similar areas that have experienced no interventions. A key aspect of joint working, and something that has happened in Wakefield, is the setting of shared objectives that are based on outcomes that have been agreed in advance.

A further problem is the identification and targeting by agencies of people who may be in need of assistance from existing services or could benefit from early intervention (e.g. those at risk of domestic violence). A 'garden path syndrome' has

been noted where multiple agencies may be engaging with individuals who are experiencing various forms of deprivation but not sharing knowledge that would signpost emerging problems.

..... Wakefield's voluntary and community sector

There is a perception in Wakefield that the district's voluntary and community sector (VCS) is relatively under-developed, especially in terms of social enterprise. Wakefield has the second lowest number of third sector organisations as a proportion of population in comparison with other districts in Yorkshire & Humber^{xvi}. However, a notable area of strength for Wakefield's voluntary sector centres on the local sports infrastructure. There are multiple small pockets of community activity in the district with some, for example, working on developing green spaces in Wakefield's priority neighbourhoods. A growing base of talented sports people is considered to be a positive development in terms of raising aspirations and also improving health and mental wellbeing in general.

In addition, an asset and co-production approach aimed at improving health and wellbeing through the Joint Strategic Needs Assessment (JSNA) has been piloted in two of Wakefield's priority neighbourhoods – Eastmoor and the Warwick Estate. This exercise involved consultations with community members to go beyond mapping health and wellbeing issues to start to identify existing community capacity that can contribute to tackling those problems^{xvii}.

..... Priorities for change

Tackling health inequalities requires action on all of the social determinants of health. This means prioritising prevention-based approaches and focusing public health interventions on breaking the link between income inequality and health. In the context of reduced local funding and the increasing burden of social care, the preventive agenda is becoming more popular among those providing local services, and crucial in helping manage resources and their impact in the long term.

Every Contact Counts

The Every Contact Counts programme is an initiative that addresses the 'garden path syndrome' by helping public workers to identify potential issues and also engage with people by communicating basic health messages and making them aware of sources of further support^{xviii}.

The current economic and policy context has also encouraged agencies to consider how objectives can be achieved and services provided in alternative ways. This means more joined-up working that is focused on achieving shared goals or outcomes. It also means an enhanced role for the voluntary and community sector in either delivering services or highlighting priorities for action.

Making better use of the district's assets – both in terms of people and spaces and infrastructure – is an important priority for change. The relatively low capacity of the voluntary and community sector means there is a lack of data that could help to develop a strong understanding of Wakefield's communities and also help the sector to demonstrate its potential value in terms of innovative community based solutions and local employment opportunities.

The need for a cultural shift to community development approaches has been identified and there have been attempts to allow communities room to make their own decisions. There is some enthusiasm for engaging local volunteers in co-produced solutions to solve communities' health problems. The example of the Altogether Better Programme in the Yorkshire and Humber region has recruited 15000 Community Health Champions targeted at areas of deprivation. Evidence from this programme has found there is huge desire among people to become engaged in volunteering which has benefits for their own social mobility^{xix}.

It is worth noting that in taking forward any of the proposed actions, a phased approach needs to be considered to make possible some immediate impacts and changes, as many of the actions require long term commitment and cultural shifts and will not result in short term changes.

ACTION 1: ADDRESS THE SOCIAL DETERMINANTS OF HEALTH

District and area strategies should prioritise actions to address the social and economic factors that underlie poor health and unhealthy lifestyles, using the Marmot Review policy recommendations as an evidence-based framework for investment.

- ❖ Priority should be given to **preventive interventions** where the local authority and its partners are able to act and where inequalities are amenable to change. The aim should be to build confident, capable communities where individuals have greater control over their own health.
- ❖ In the first instance, Wakefield Together could consider **building on and widening access to welfare benefits advice** through health services, **developing the financial literacy** of residents and school children; **expanding Credit Union's** reach into priority areas; developing other forms of **micro-finance and sources of capital** for residents, business and the VCS; **improving energy efficiency** of housing to impact on fuel poverty; and adopting preventive approaches and interventions that are targeted through outreach services for **early years education**.
- ❖ The Council should review how its community safety and environmental **enforcement powers** could tackle the problems caused by the high cost of credit offered by some pay day loan enterprises/doorstep lenders e.g. through actions such as examining the potential for Anti-Social Behaviour orders.
- ❖ Specific actions which should be given renewed vigour include continuation of **support for the White Rose Credit Union** in deprived areas; development of the existing work in private sector housing **energy advice** provided by the Council and the WDH energy efficiency for social housing.

ACTION 2: LEADERSHIP AND WORKFORCE DEVELOPMENT

Leadership will be required to make the necessary shift to enable individuals and communities to gain more control of their health and their lives. Although much is being done via the JSNA already, it needs to be more visible.

- ❖ The Health & Wellbeing Board needs to communicate clearly their **vision** and plan for reducing health inequalities and what roles Council staff, communities and partner organisations can be expected to play.
- ❖ This needs to be supported by a programme of **corporate/ workforce development** to raise awareness of how staff can work in a more joined up way to support better health and signpost to other services.
- ❖ Such a programme could include further **training for health champions**, where staff from statutory and voluntary sector organisations receive training on aspects such as emotional health and resilience, financial capability and alcohol interventions.
- ❖ **Training, education and higher level skills** in the health and care sector should be significant foci of any higher education provision or offer in the district to meet a growing trend.

ACTION 3: RE-DESIGN SERVICES

The move to locally-based, co-produced solutions involving communities in decisions and in shared delivery needs to be accelerated. Changes in the way services work with local residents is key to building more empowered communities.

- ❖ The Council and its partners need to develop a **commissioning model that routinely incorporates 'community intelligence'** on people's experiences,

- ❖ needs and capacities. This can be linked to the asset based approach to the Joint Strategic Needs Assessment (recently piloted in Wakefield) as a way of identifying local assets which can help to raise aspirations, build local skills and encourage residents to be involved in improving their community.
- ❖ This approach should be rolled out to other neighbourhoods and used to build immediate, practical solutions which will make a real difference to residents' lives. It will require training to enable the multi-agency workforce to feel skilled and confident to work with people in an enabling and holistic way and require the Council and its partners to respond flexibly and creatively to deliver the services.

ACTION 4: DEVELOP COMMUNITY CAPACITY

Increase volunteering (in terms of numbers, foci and quality), to develop community capacity to take part in local activities to improve their community and their health and to motivate people to take-up local services. Options could be limited for commissioners in developing interventions in partnership with the voluntary sector if the sector is under-developed. Moreover, volunteering has proven health benefits, increases self-confidence and employability, and adds value to local economy.

The Voluntary and Community sector (VCS) can make a major contribution and can help identify solutions and community assets. However, options will be limited for commissioners in developing interventions in partnership with the voluntary sector if the sector remains under-developed.

- ❖ Partners should develop capacity through the **commissioning of a programme that will develop volunteers**, link them into activities that improve their community and their personal well-being and provide a learning network to enable sharing good practice and sustaining activity.

- ❖ Use the **'know-how' of the VCS** and increase its role in district local planning and commissioning processes. This should be done through development of NOVA, the VCS capacity building organisation.
- ❖ Explore the potential of the **social investment bond** to enable community enterprises to provide combined health and employment (including skills and transport) solutions in at least two priority areas.
- ❖ More could be done to promote VAWD and the emerging NOVA and its services.

ACTION 5: DEVELOP, ENHANCE AND USE GREEN SPACE

Develop environmental/health projects that engage communities in using green space. Green space is a real asset in Wakefield as 70% of the district is in green belt and there are likely to be many positive spin offs; for example, more social enterprises, increased physical activity, better mental health, access to cheap food, reduction of crime/vandalism and employment opportunities.

- ❖ At least two environment/health projects should be commissioned that will serve to **stimulate community based enterprise in health, food production, sport or green transport**. If successful, these projects will serve as models for engaging communities in using local assets in a sustainable way.
- ❖ The Council should **implement the Green Infrastructure Plan** as part of its economic growth plan⁵ which includes reference to community land and growing allotments and should strongly **advocate the Food Plan** for promoting local produce and healthier eating which is being developed by the Public Health Dietician.

⁵ The Wakefield Jobs and Growth Plan 2012-2017, Wakefield Enterprise Partnership

Post 16 Education and Skills

Headline Findings

- More than 4 in ten young people leave school with less than 5 GCSEs (A*-C) including English and Maths (a similar level to the national picture)
- Young people in Wakefield are far less likely to stay on in education post 16 years and go to university than in other areas of the country
- People working in Wakefield are far less likely to have a university degree (or equivalent)
- The district is over- reliant upon lower skilled and lower paid jobs
- Average earnings in the district are about 10% below the national average
- Changes in type of future jobs in the economy are forecast to lead to an increase in poverty to 2020

There is little doubt that skills are vital to sustainable economic growth and stronger communities. A skilled population is necessary to enable the start-up of new enterprises, the growth of existing organisations and the attraction of new investment that should bring new jobs and prosperity. At the same time, skills are an essential element in helping people to progress in work and enabling people to play a full part in society. If the economy is to provide sustainable growth and opportunities for social mobility, there is a need to continually develop the skills of all young and older people in the district.

..... Context

The skills of the district's population are potentially one of Wakefield's greatest assets and yet currently one of its strategic weaknesses. Many young people in Wakefield leave education at 16 equipped to progress in learning and at work. However, higher-level skills, a key to boosting business competitiveness and achieving greater prosperity, are in short supply and local business demand for these skills is limited. At the same time a relatively large proportion of residents have low or no certified skills and as a result are at

considerable risk of unemployment, precarious low wage employment and poverty.

There is a strong association between skills, poverty and prosperity. Those with low skills are far more likely to find themselves out of work or in poorly paid, insecure jobs and at risk of ill health. There are also strong inter-generational effects with children of people with lower skill levels more likely to be in that situation themselves^{xx}. In contrast, those with higher-level skills are far more likely to find themselves earning a wage premium based on their qualifications and better equipped to progress in learning and work and able to access new labour market opportunities in the district or further afield.

..... On leaving school

Educational attainment within the district shows continual improvement and is currently close to the national average - over 80% of young people leave school with 5 or more GCSEs at A*-C^{xxi}. Improvements in school attainment will have a positive impact on skills supply in the future. However, there is a question to ask on whether pupils in the district are leaving school with the right mix of skills. The influential Wolf Review highlighted the importance of Maths and English as foundations for successful progression in learning and in work and the fact that more than 4 of 10 young people leave school in the district^{xxii} with less than 5 GCSEs, including English and Maths ,presents a significant challenge for post 16 education and skills^{xxiii}. Huge disparities exist within the district with GCSE attainment levels ranging from between 42% and 90% for different parts of the district.

..... Staying on post 16

It is clear that educational attainment in the district is improving and there are increasing numbers of young people staying in learning post 16. However, the proportion of young people who stay on in education after 16 is, at 78%, almost 10% lower than the national average^{xxiv}. The absence of a commitment to learn among some in the community was a recurring theme for the

Commission; a view that is backed up by evidence that suggests that Wakefield has the lowest staying in learning rate in the Leeds City Region. This is a big issue for the district in the light of the raising of the school leaving age to 17yrs in 2013 and 18yrs in 2015 and the support that will be necessary to ensure that young people do not drop out and realise the benefits of staying in education.

..... Young people at risk of poverty

People most at risk of exclusion and falling into poverty are often those who have spent a period of time not in education, employment or training (NEET) between the ages of 16 and 18. Those leaving school without 5 or more GCSEs are considerably more likely to have spent time NEET^{xxv}. For these young people, the risk of poverty is a very real one.

While the proportion of young people experiencing this in Wakefield continues to fall over time, around 8% (similar to national average) of 16-18 year old (almost 900 young people) find themselves in this situation. The Commission heard evidence that there has been a notable fall in the number of young people NEET in the district and this has been attributed to extensive joined up working involving a 'key worker' approach that should be further developed in the district.

..... Higher-level skills

Many young people in Wakefield experience difficulties making the transition from further to higher education. About a quarter of young people in Wakefield go on to study at university (compared with about a third nationally). Anecdotal evidence presented to the Commission on this issue, suggested that the inclination of many adults living in the less prosperous areas of Wakefield to develop higher-level skills is no higher, and potentially considerably lower than that of younger people. Part of this may be explained by the lack of a physical university presence in the district although part of it may also be explained by social, economic or cultural circumstances. Less than 10% of disadvantaged young people⁶ in Wakefield go on to higher education compared with 17% nationally. Those

that do go onto higher education often end up leaving the district never to return due to the lack of higher-level job opportunities in the area. This represents a major challenge for the district as higher level skills are often a passport to a better job and a driver of business competitiveness and attracting inward investment.

..... The qualifications of the Wakefield workforce

The Commission heard mixed evidence from employers associated with the skills of the workforce in the district. Some were very positive about the skills of the young people entering the labour market while others were less so. The reasons for this variation are unclear however they are likely to reflect a variety of factors including the nature of the jobs on offer, the recruitment and selection practices adopted by employers and the quality of the candidates applying for specific jobs.

About 80% of the 2020 workforce^{xxvi} is already employed and it is these adults and the employers that they work for that hold one of the keys to improving the prosperity of the district. However, the skills and qualification level of the workforce in Wakefield is far lower than the levels found in many other areas. For example, more than 10% of working age people in the district have no qualifications^{xxvii}. Less than 20% are qualified to NVQ level 4 (Degree) and above – 10 percentage points below the national average and this gap is widening^{xxviii}.

The proportion of residents with no qualifications is reducing over time. However, the proportion with higher level skills, a key factor in improving prosperity, has not kept pace with the up-skilling that is apparent in other places in England. This leads the Commission to the conclusion that we must improve the skills of adults in the district as well as the qualifications of young people entering the labour market.

..... Availability of quality jobs

The nature of the local economy influences the quantity and quality of jobs and the demand for

⁶ Receiving Free school meals

skills in the labour market. In general, jobs are ranked according to pay levels with higher quality jobs seen to be those that result in the highest earnings.

The current jobs profile in the district relies more on lower skilled (and lower paid) jobs than higher-level (and higher paid) occupations. There is a split in the labour market with almost 40% of jobs in the district in lower level occupations and almost 40% jobs in higher-level jobs. By way of comparison, about 20% of the jobs are in lower level occupations and almost 50% are employed in higher-level jobs at the national level. This inevitably feeds through to the prosperity of the local area. Average earnings in the district, at around £23,500 are about 10% below the national average^{xxix}.

..... Future jobs and skills

Wider changes in the economy are reflected in the availability of jobs (both now and in the future). Forecasts^{xxx} predict that employment in higher-level occupations will increase whilst employment in skilled and semi-skilled manual roles is likely to decline sharply. This presents a significant challenge for post 16 education and training in Wakefield – how are residents (both young and old) to be best equipped with the changing skills required to access the jobs that are forecast to become available?

Low skilled jobs will remain a significant feature of the labour market and are expected to be a major source of job creation particularly in hospitality and care for the young and elderly. The development and communication of progression routes in these occupations and sectors will be a key factor in leaving in-work poverty behind and improving prosperity. These changes in employment structure are forecast to lead to an increase in poverty to 2020, although it is the growing gap between benefits and wages that is the main driver^{xxxi}.

..... Priorities for change

Many of the challenges we have outlined above are well known and recognised by Wakefield Council and its partners, who have been actively seeking to improve educational standards and to

develop a learning culture in the district for many years.

Several representations to the Commission highlighted the ‘stigma’ or negative perceptions associated with learning in some less prosperous areas within the district which in turn influences attitudes towards the development of basic, technical and higher level skills. Non-attendance among job-seekers who have been referred by Jobcentre Plus for skills training and relatively low-take up of adult learning in the district were cited as examples of this^{xxxii}. Overcoming negative perceptions and reinforcing the positive contribution that developing skills can make to people’s lives clearly remain a priority in the district. There remains a **need to improve provision and promote the basic academic and employability skills** that provide people with the foundation for further learning and work and a route out of poverty.

The Commission is keen, however, to promote what in our view is the highest priority for long-term prosperity - the **need to develop the demand for skills among local employers and embed a culture of competitive, high wage, high achieving enterprises** employing local people in the district.

Public, private and voluntary and community sector employers working together hold the key to prosperity in the district – those operating in the district at the current time, those just starting up and those seeking to locate in the district (see following section on regeneration and employment). Their business strategies will drive the demand for skills and provide the opportunities for learning, employment and a route out of poverty for many in the district. The ability of local education and training providers to shape and respond to this challenge will go a long way to determining the extent to which residents and employers in the district are able to respond to the challenges and opportunities that we face both now and in the future.

ACTION 1: PUT EMPLOYERS AT THE HEART OF THE SYSTEM

There is a need for a major and long term shift in local mind-set to place employers at the heart of the skills system in Wakefield. Individual learners are of course important but it is employers who

generate the quality jobs that lead to living wage employment and provide a route towards improved prosperity and out of poverty.

- ❖ The Council and its partners, particularly local FE providers and universities, should work together to **encourage the development of more and better jobs in the local economy** that will drive up the demand for skills. This needs to be reflected in local strategies and actions.
- ❖ Many employers are increasingly looking for **skills expressed through positive attitudes and behaviours** and ‘an ability to learn’ and this should be reflected in local education and training provision
- ❖ Develop **strategic relationships with influential employers** to better understand their development strategies, approaches to **Corporate Social Responsibility** and future skills needs. There is a need to work on **partnership with employers** to ensure that local businesses (and their workforce) benefit from the national investments being made in skills through for example apprenticeships, the employer ownership pilots, Investors in People, Business Coaching for Growth and increased flexibilities for Further Education providers. These opportunities, along with European Funds (e.g. ERDF, Post 2014 reforms) should provide a means of improving local business performance, competitiveness and growth.
- ❖ The WEP, working closely with the LEP have a key role to play in **raising demand for skills through inward investment**, regeneration and finding new ways to stimulate and support the growth (e.g. product-market strategies) of businesses in the district.

ACTION 2: MAKE SURE THAT RESIDENTS AND BUSINESSES KNOW WHICH QUALIFICATIONS PAY

The Council and its partners should work with local representatives of the new **All Age National Careers Service** and local education providers (e.g. schools and colleges) to make sure that residents – children and their parents - know that ‘*qualifications pay*’ (particularly academic ones).

- ❖ Develop a coherent local approach to communicate some ‘**killer facts**’ to highlight the benefits associated with achieving different qualifications (E.g. wage premiums) and the benefits of progression within occupations/sectors.
- ❖ Highlight the **business benefits** (e.g. improved productivity and business performance) associated with a skilled workforce to local employers.
- ❖ These ‘killer facts’ (including key skills gaps especially in vocational skills) should be launched at an annual **Skills Summit** held in the district to celebrate local successes and promote local services. They should be **embedded in local careers advice and guidance and business support services** and promoted through champions in a range of community assets (e.g. Wakefield District Housing, sporting clubs), educational establishments and business forums.
- ❖ These facts should be used as part of a much wider **intervention strategy** (led by the WEP) which seeks to engage employers and parents in people’s (and their own) learning. As part of this strategy, employers and parents need to develop a greater understanding of how the education system works and how they can work with schools and other providers to help local people – of all ages - to realise their potential.

ACTION 3: STRENGTHEN HIGHER-LEVEL SKILLS PROVISION

Higher-level skills are a key driver of prosperity and the Council and its partners need to continue to **strengthen connections** between employers, residents and providers of higher education including FE colleges and universities in neighbouring areas.

- ❖ Work in partnership with universities and local FE providers to **develop a coherent local offer** for residents and employers. Target outreach work, broker local provision, develop summer schools and promote university provided business services (e.g. Knowledge Transfer Partnerships, Innovation Vouchers, learning networks, work-based learning) to employers. **Target**

HE skills and courses delivered in Wakefield to needs of the local economy.

- ❖ The Council and its partners should **continue to lobby to provide a physical presence** for **Higher Education** in the district.
- ❖ The Council and its partners should promote and support the idea of a **Wakefield 'living wage'** using public sector procurement to enforce those wage levels for businesses wishing to trade with it.

ACTION 4: IMPROVE ACCESS TO SKILLS FOR THE UNEMPLOYED

The Council, working with local employers Jobcentre Plus, national careers service and local skills providers, should **develop and champion an approach that raises labour market aspiration, belief, and achievement** for those out of work in priority areas. The Council and its partners should:

- ❖ Build on the success of joined-up working and a **'key worker' approach** to ensure that quality educational and skills opportunities and jobs are readily available to all NEETs (and those living in priority areas with low or no skills) and to mitigate the adverse impact of changes to the benefits system in the district.
- ❖ Design and **pilot innovative approaches** in at least two priority neighbourhoods which strengthen connections between careers guidance providers, further education, third sector, adult learning and employers and provide practical support for those seeking work.
- ❖ **Monitor the progress and impact of this activity** (and the Work Programme) in local communities and use this information to continue to develop appropriate support services.
- ❖ Further actions should include **lobbying** to ensure that the Youth Contract is more spatially targeted so areas of high deprivation get some preferential treatment.

ACTION 5: ENSURE THAT SKILLS ARE AN ESSENTIAL ELEMENT OF THE STRATEGIC DEVELOPMENT OF THE DISTRICT

The Council and its partners should ensure that **education and skills** (both supply and demand) form an essential element of relevant social, economic (including Local Development Framework and the Jobs and Growth Plan), cultural and environmental strategies at the local and city region level. Ensure that different **strategies are 'joined-up'** and that action plans are developed to provide a clear indication of activity to support the development of post 16 skills in the district.

- ❖ **Raise and nurture aspirations** in young children across the district schools around entrepreneurship, skills development and personal motivation.
- ❖ **Build relationships** between schools, pupils and employers including tackling cultural issues around employment and aspirations.
- ❖ **Prepare students for flexible 'portfolio' careers** beyond 'jobs for life'.

Regeneration and Employment

Headline Findings

- The district is recognised as one of the 'best places to do business'
- The number of new enterprises being formed in the district remains relatively low
- The district has one of the lowest long term business survival rates in the region
- The district is over-reliant upon low paying sectors and public sector employment
- It has a very small proportion of knowledge intensive jobs, a key to unlock greater prosperity

Regeneration to encourage the start-up of new enterprises, growth of existing enterprises and inward investment is a key to developing the new jobs which will bring prosperity to the district. The development of the physical infrastructure provides employment opportunities in the short term and contributes to the improvement of a variety of assets in the district including those related to transport housing, high streets, shopping centres, environmental areas and a variety of community assets. It helps to deliver the place shaping and place making activities that will raise the districts profile and attract investment, provide employment and improve the quality of life for those who live, work and visit the district.

.....Context

Wakefield has made considerable progress in recent years with a number of landmark development projects which include Trinity Walk, Merchant Gate, Hepworth Gallery and Xscape. The regeneration work in Castleford has gained national and international recognition as a means of enabling local citizens to gain greater control and ownership of the development of their community. This supports important themes in regeneration today, such as participation, sustainability and trust, with local government acting as advocate and 'enabler' of progress in partnership with local communities.

The association between regeneration and employment and poverty and prosperity is very strong. Communities need investment to survive and prosper and whilst there have been some major successes in Wakefield; the district continues to face major economic challenges. Productivity and growth is lower than many other areas and Wakefield has a relatively high dependency on public sector employment.

It has a relatively weak enterprise culture and low levels of employment in the knowledge intensive sectors which are a key source of prosperity in the economy, both now and increasingly in the future. Long term unemployment as well as youth unemployment raise the spectre of poverty for an increasing number of residents and have an adverse impact on the overall prosperity of the district.

The transport infrastructure is **one of Wakefield's greatest assets and is also one of its strategic weaknesses**. The accessibility of the Motorway network and mainline rail services provide good routes into and out of the district. However, **travel within the district continues to hinder access to jobs and services for many residents**, particularly those in rural and ex-coalfield communities.

..... The start-up of new enterprises

The number of new enterprises forming in the district has shown a steady increase over the last few years. Despite this increase, the number of enterprises per head of population remains relatively low^{xxxiii}. At the same time, the district also suffers from a very low self-employment rate and is ranked in the bottom 10% of local authority districts in England. Self-employment rates are particularly low in the least prosperous areas of the district although the Commission did hear anecdotal evidence related to activity in the 'black' and 'grey' economy which may mitigate this to some degree. Overall the start-up of new enterprises in both the private and social enterprise sector would appear to be a priority to overcome an enterprise gap that exists in the district.

..... Survival and growth

Despite an increase in the number of enterprises starting up in Wakefield, the district has one of the lowest long term survival rates in the region. About one in three of the enterprises started in Wakefield are no longer in business after three years⁷.

The Commission heard the district has relatively good incubation, business and industrial park facilities which are key spaces in nurturing start-up businesses, supporting survival and enabling growth. The Commission also heard evidence relating to the need to support the development of existing enterprises in the district. In particular, support is needed to encourage export activity both for those already exporting but also for those businesses with potential to do so. Another recurring theme was the need to support the development of the social enterprise sector in the district so that it is able to respond effectively to the new opportunities which will arise to develop and deliver local services.

..... New smart growth sectors

Uncertain economic circumstances continue to undermine confidence and the recovery both in the UK and the global economy. However, **Wakefield needs to look ahead to realise the opportunities** that are presented by trends that will shape our economy. These include environmental developments (e.g. low carbon goods and services), new technologies (e.g. Information and Communications Technologies) and demographics (i.e. an ageing population in the UK and a younger population in developing countries).

Green jobs alone in the district already account for over 9,000 people employed, with a number of opportunities already identified in areas such as low carbon building, biomass, and supply chain opportunities for carbon capture^{xxxiv}. The Commission also heard about opportunities in areas such as food manufacturing, civil engineering and the creative and cultural sectors.

Prioritising and stimulating growth in growth sectors will help diversify and balance economic

activity within the district. In turn, the growth in these sectors can diversify the skill demand in the labour market and, given the creation of quality jobs, encourage demand for higher level skills that will provide the foundation for increased prosperity.

..... Attracting new investment

The district has had some significant success in attracting investment from large companies such as Nationwide, Coca Cola, LINPAC, Netto and others, creating and safeguarding jobs and leveraging investment into the district. Concerted activity has helped to improve the image of the district as a place to invest with recognitions such as Britain's Best Small City for Business^{xxxv} and as one of the UK's Top 20 Locations for Business Growth^{xxxvi}. The Commission heard evidence on how it remains important to capitalise on these successes and to promote Wakefield as a great place to live, work, visit and do business. The Commission also heard debate on how public transport and its relationship to strategic priorities in the district seems limited and that more could be done to increase community transport potential through other partner activity.

..... Employment

The employment rate in the district is very close to the regional rate but slightly below the national rate. However the challenges for Wakefield lie in the location and nature of jobs. Many are in the public sector and are under threat from cuts in funding. The local economy provides fewer jobs (than nationally) in key value adding sectors such as scientific and technical services and information and communications services. There remains an overreliance on low skill low wage jobs and precarious (temporary) employment in the district with the resulting danger of in-work poverty.

The Commission heard that employment opportunities tend to be concentrated around the city centre, M1/M62 junctions and a number of industrial and business parks. Access to these opportunities can be problematic for some living in the less prosperous areas, where travel time and cost can be a significant barrier to employment in low paid work.

⁷ Business Survey 2011

..... Priorities for change

A combination of local actions including landmark developments, local regeneration and building on the districts transport assets has helped Wakefield to navigate the choppy waters caused by the restructuring of the economy. However many challenges remain and are articulated in the draft growth plan for the district. These include action to stimulate business growth, skills, employment and investment especially in a time where there are increasingly no 'jobs for life'.

Although the Commission supports these priorities for action, it also calls for a new phase of regeneration if the district is to prosper during the difficult economic circumstances we face in the short term and in the recovery that will come in future years.

ACTION 1: ESTABLISH FUTURES FORUM

Look forward to a new phase of economic development and regeneration to provide the foundation to raise prosperity in the district.

- ❖ **Establish a futures forum** to support the long-term strategic development of the district. The Forum would be forward looking and seek to explore the opportunities for transformative innovation which seeks to shift the Wakefield economy towards a new phase of economic development. The forum should initially focus on **identification and prioritisation of industrial sectors** and supply chains in the district and the development of innovative business support. It would draw on business, academic and practitioner expertise from inside and outside the district to develop scenarios to inform the development of action plans by the Wakefield Enterprise Partnership (WEP).

Whilst the idea of a Forum emerged through discussions associated with the regeneration theme, our recommendation is that it a **Futures Academy** is established to assist with wider challenges associated with for example, ageing, improving health and lifestyles, tackling the skills and education and moving Wakefield to a low carbon economy.

ACTION 2: FOSTER AN ENTERPRISING CULTURE

Support the development of an enterprise culture through the design and implementation of **local support for SMEs** in the district.

- ❖ This should initially focus on the **development and growth of SMEs in targeted sectors** and supply chains associated with for example logistics and/or culture.
- ❖ Work with partners such as universities (e.g. business incubators, innovation vouchers, knowledge transfer partnerships), national initiatives (e.g. R&D Tax Credit regimes) and successful local entrepreneurs to **provide mentoring** to provide local services.
- ❖ The Local Enterprise Partnership should **establish contact with technology networks** across Europe and develop an innovative targeted approach to guide intervention and to support the start-up and growth of SMEs in the district.

ACTION 3: PROVIDE TRANSPORT SOLUTIONS FOR PRIORITY AREAS

Overcoming the transport problems faced by those living in priority neighbourhoods and improving access to employment and learning opportunities in the district should be a key priority for transport policy in the district.

- ❖ Use the greater **financial powers** available to local authorities (e.g. new homes bonus) to **invest in mainstream transport services** or sustainable social enterprises to provide innovative local solutions.
- ❖ Work with Metro and other partners to ensure that the district **maximises the impact of the Capital Programme** outlined in the Local Transport Plan and utilises the funding available through the Local Sustainable Transport fund to connect local people living in priority areas with jobs.
- ❖ Encourage and support social enterprises to provide **local transport solutions** including cycling and personalised journey planning.

ACTION 4: USE PLANNING REGULATIONS TO ENCOURAGE LOCAL EMPLOYMENT & SKILLS DEVELOPMENT

Work with developers and if necessary use the planning regulations (e.g. Section 106 and 'Community levy') to ensure that employment (and training) opportunities (e.g. Job Guarantee Schemes, Apprenticeships) associated with for example housing development (as part of LCR) and local regeneration projects are maximised.

- ❖ Develop the **capacity of the local planning community** through training and sharing good practice.
- ❖ Local partners such as employers, Jobcentre plus, further education providers and the voluntary and community sector need to **pool resources and work together to provide 'holistic support'** (e.g. career guidance, training, health) to maximise the employment opportunities for local people available through physical regeneration activity.

ACTION 5: DEVELOP SOCIAL ENTERPRISES

Develop enterprise in the district by improving strategic dialogue between *Wakefield Together* partners and social enterprises.

- ❖ Encourage the sharing of best practice through the development of district **learning networks** (e.g. to improve connections between welfare to work, careers, learning, transport and health services within and between priority neighbourhoods).
- ❖ *Wakefield Together* partners should **review collective procurement practices** to ensure that the potential of the voluntary and community sector is realised in the district; and that district procurement and support mechanisms are developed to harness entrepreneurial potential.

ACTION 6: STRENGTHEN CONNECTIONS WITH THE CITY REGION

There is a need to maximise the opportunities for joint city working associated with, for example, transport, tourism and learning and **Wakefield will need to clearly articulate and justify its needs** and work hard to realise the opportunities presented through the Leeds City Region.

- ❖ In order that Wakefield benefits from funding and programmes coming through the Leeds City Region such as the City Deal and Enterprise zones, it needs to **develop and build on from active partnerships** with other sub regional authorities on joint activities and programmes where critical mass can be achieved.
- ❖ Wakefield should consider **lobbying for a separate Wakefield City Deal** with a justification for such a case where clear need can be identified – for example the widening poverty issue in the district which ultimately impacts the city region performance and economy.
- ❖ Wakefield should work with internal and regional partners to **identify new growth sectors** – seeking to further diversify its economy and build on past successes.

The Next Steps

Renewed focus on poverty and prosperity in Wakefield

As a general guiding principle, Wakefield Together partners should be encouraged to consider the impact on poverty and prosperity on all plans and strategies that are developed.

They should make public commitment their to tackling poverty through lobbying at the local, city region and national level and actively champion a fair and more prosperous society for all.

The Wakefield Together Partnership would be key to delivering this message and all partners should look to use the procurement power of local public agencies (through the new Social Value Act) to support and encourage local suppliers to take this agenda forward.

Ideally, poverty should be treated in the same way as other characteristics that may contribute to inequality (e.g. age, gender, race, disability and so on) with all services and partners recognising this in their action plans and targets. In the same way that public services have a duty to promote community safety and reduce crime, there should be an agreed local duty on all services including the third sector, to tackle poverty.

The *Wakefield Together* partnership would be key to delivering this message and all partners should look to use the procurement power of local public agencies (through the new Social Value Act) to support and encourage local suppliers to take this agenda forward.

The recommendations of the Commission are meant to support a renewed focus on poverty and prosperity and a new approach to the delivery of public services which seeks to empower individuals, organisations and communities by involving them in the design and delivery of services and encouraging closer partnership working and crucially the effective the pooling of funding streams^{xxxvii}

The themes of the Commission; health, skills, regeneration and employment, have provided a focus for our work. However, it is clear that other

themes - notably transport, housing and broadband infrastructure - have a key role to play in alleviating poverty and supporting a more prosperous district. The Commission also heard that the establishment of a 'living wage' could also make a material difference to some at risk of poverty.

Further work is required by *Wakefield Together* to explore these themes more fully.

The actions and recommendations will support and build upon what already works well and provide a point of reflection in terms of the development of some innovative approaches to the development and delivery of services in Wakefield. They are not intended to suggest that existing core services should be abandoned or that current work does not contribute to alleviating poverty and raising prosperity in the district.

Wakefield already has a Child Poverty Assessment and is developing a Wakefield Child Statement with associated Action Plan. This Plan should be implemented alongside the recommendations of this Commission, which together will provide a comprehensive strategy to address poverty in the District. Wakefield Council can take a lead in further development and it should consider how to use its Power of Competence under the Localism Act, as well as the Sustainable Communities Act, to remove any legislative and statutory barriers to further tackle poverty and support prosperity through growth. The Council's Overview and Scrutiny Committees can also play a part in this through its work programmes and inquiries, as well as embedding anti-poverty targets in all performance frameworks and milestones.

Priority neighbourhoods in the district remain a concern, even after considerable investment over the past decade. Connecting people that live in these areas with jobs and services is already a priority for *Wakefield Together* through 'area working'. There are established partnerships that include a management team with representation from the Council, the Police, Wakefield & District Housing and public health. There are also local area profiles that pull together evidence focusing on the 12 most deprived neighbourhoods in the district. These profiles should be further

developed with local intelligence and used as a foundation to guide, monitor and evaluate intervention. It should be noted that area working across partnership agencies is continuing to gain strength and has already produced 7 local area plans but there is still more to be done.

The Commission would like to support this approach with two provisos. Firstly, that those at most risk of poverty living outside the priority areas are not neglected and that more sophisticated approaches are developed to identify and understand the needs of those most at risk of poverty in the district so that services can be designed and targeted effectively on households that are in most need. Secondly, that the local teams engage champions in the community and include local businesses, social enterprises, Jobcentre Plus (and the All Age Careers Service) and that partners pool resources to achieve common outcomes to the benefit of the community.

Summary of recommendations

The Commission believes that we need to put alleviating poverty and supporting prosperity at the heart of what *Wakefield Together* and the wider community do in the district.

This report highlights a number of areas of action which will help to shape a change in approach and the development of new initiatives in the future. The actions outlined in the body of this report support the six key recommendations of the Commission outlined below framed against the original objective which is:

"A renewed commitment to addressing poverty themes in the district."

As a general guiding principle, *Wakefield Together* partners should be encouraged to consider the impact on poverty and prosperity on all plans and strategies that are developed. They should make a public commitment to tackling poverty through lobbying at the local, city region and national level and actively champion a fair and more prosperous society for all in the district. The *Wakefield Together* Partnership should make a public commitment to use planning regulations and procurement power (through the new Social Value Act) to take this agenda forward. Wakefield

Council can take a lead in this and consider how using its Power of Competence under the Localism Act, as well as the Sustainable Communities Act can be used to remove any legislative and statutory barriers to further tackle poverty and encourage prosperity in the district.

Recommendation 1: A healthier district (in mind and body)

Wakefield should develop a major, locally-based approach to health and lifestyles utilising the new Health and Wellbeing Board and seeking to re-address health inequalities and the poor health profile in the district by addressing the root causes of poor health and focusing on the 12 priority areas. The approach needs to pioneer a new partnership with the third sector and focus on joint working between the local authority, NHS Wakefield and Wakefield & District Housing. It should look for new and 'grow on' initiatives in health social enterprise in partnership with for example, the Sports Council and providers of financial advice, and should seek to develop Health Champions in each of the 12 priority areas.

To achieve healthier communities, there needs to be a switch of mainstream focus away from deficit approaches which have focussed on community problems towards asset-based approaches which seek to identify and harness the skills, knowledge, networks and resources in communities so that local residents can play a part in locally based solutions. Including greater understanding of, and integration with, social values in contracts and commissioning decisions.

A programme of workforce development (including tackling poverty issues within workforces) is required to support this way of working, improved joining up of services and volunteering in the community. This should build further on the good work that already has been done locally to champion asset based approaches such as the development of the VCS, work with non-health agencies such as housing and sport.

Recommendation 2: A higher skilled district

There is an urgent need to improve attainment, staying on rates after 16 and convince those in jobs to improve their skills and qualifications.

A major new initiative is required with universities and providers of further education working together with major employers to raise the demand for skills in the district. In the absence of Government funding for a university, a Wakefield Skills and Education Academy should be created to drive the skills agenda forward with the private sector and to focus on apprenticeships and sector/supply chain initiatives related to Wakefield's growth agenda.

The fragmentation in the skills arena must be overcome and a new and renewed focus is required in the 12 priority areas to raise skills and support the development of career aspirations for young people and adults. The WEP can lead the way by finding new ways of working with employers to develop the demand for skills in the district. Discussions with central government should proceed on how best to address the Wakefield education deficit to produce better results by 2020.

Recommendation 3: A district with more quality jobs

In bringing forward a Growth and Jobs Plan, Wakefield will need to respond to new programmes and priorities in a timely fashion (e.g. Regional Growth Fund 3, Growing Places Fund, new European programmes, Coalfield Regeneration) and work closely with the Leeds City Region LEP on the new priorities. Infrastructure and transport will continue to be a priority but renewed emphasis is required on entrepreneurship and growth sectors, particularly in advanced logistics, low carbon, advanced manufacturing and creative and digital.

The district needs a greater emphasis on smart and sustainable growth and initiatives (including the use of planning regulations) to link development initiatives to local jobs. A renewed focus on the city centre and tourism and business services linked to transport investments will further enhance Wakefield's appeal. A 'Getting Wakefield Working'

Initiative should focus attention on rising youth unemployment and providing people in priority areas with the skills and transport to connect them with the jobs that become available in Wakefield and surrounding areas such as Leeds or Sheffield.

Recommendation 4: A district where new partnerships and partnering prosper

Social and community enterprise require greater support and there needs to be resources and action to encourage the growth of these enterprises in the district. As well as encouraging a greater culture of enterprise and innovation in public service provision. A Social Enterprise Hub should be established to promote growth of the sector in the 12 priority neighbourhoods with an emphasis on supporting health and well-being and access to jobs (e.g. skills, transport). The Council and its partners in *Wakefield Together* should review funding opportunities and procurement and work together on a strategic approach to the delivery of innovative new services in the priority neighbourhoods.

The private sector also needs to be encouraged to develop its role in the district, in particular in relation to sectors of strategic importance. *Wakefield Together* needs to develop a discrete strategy to engage employers which furthers their own Corporate Social Responsibility and competitiveness agendas and benefits the district in terms of investment, employment, skills and health. Encouraging corporate investment in key catalysing local initiatives linked to skills and health should be pursued with determination by partners.

Recommendation 5: A district which creates its own future & opportunities

Wakefield needs to bring forward a renewed action plan for Growth and Jobs which sets out the case for further Central government and European support in key areas of productivity and employment growth. *Wakefield Together* need to pioneer new approaches to integrated delivery and Neighbourhood Planning in the 12 priority Areas. These can be linked to a new Futures Academy which will help the Council set new directions for the period to 2030 and seek to assist with the challenges ahead in key areas: growing the

knowledge economy, coping with ageing, improving health and lifestyles, tackling the skills and education deficit and moving Wakefield to a low carbon economy. Further Education providers and the Universities need to actively engage with this agenda alongside traditional stakeholders and a Wakefield City Prospectus should be produced to outline and progress key short and long term issues and action plans.

Recommendation 6: A better informed district to support a more prosperous future

To plan for the future prosperity of the district population through the next generation requires action now.

Wakefield's schools, businesses and social enterprises should engage in a mutually beneficial programme of support to encourage innovation and enterprise amongst young people. This can be achieved through businesses' corporate social responsibility agenda and through overview by the LSB, WEP or the *Wakefield Together* partnership.

New socio-economic models, market trends and education models need to form part of a strengthened business forecasting and intelligence network for the district which enables long term planning to be put in place before the need arises.

A final word

The report has re-iterated the significant commitment and change that will be needed to overcome the challenges ahead for the district, but it has also highlighted the good works and endeavours already taking place to eradicate poverty and bring prosperity and growth. This already well-established work coupled with the willingness and impetus expressed by major stakeholders and participants of the commission to meet the challenges of tomorrow and adapt for success give the commissioners' a sense of confidence that the necessary commitment is already there, and now only remains to be harnessed.

Taking the next step

The Commission would welcome a formal response to its conclusions and recommendations from the Partnership. In particular with reference to how they believe the proposals in this report can be applied to tackling poverty and improving prosperity in the Wakefield district. We would also recommend that *Wakefield Together* develops a detailed action plan incorporating many of the many initiatives that are already underway to address the issues raised.

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| Overall Objective | <i>Renewed long term commitment to addressing Poverty themes in the District</i> |
| What | A renewed long term commitment to reducing poverty, tackling inequality and developing prosperity |
| How | A public commitment to tackling poverty and championing a more prosperous society for all in the district. |
| Who | <i>Wakefield Together</i> partners |
| Where | District wide but with a strong focus on communities under stress |
| Some implications | <ul style="list-style-type: none"> • Embed anti-poverty work considerations into all current and emerging plans and strategies. • Make effective use of planning regulations and procurement power. • Make effective use of the Localism Act and the Sustainable Communities Act. • Ensure that there are jointly prepared inter-agency messages and communiqués on this agenda. • Embed processes for assessing and measuring the success of the district to its commitment, action/efforts and outcomes in eradicating poverty. • Strengthen links between the WEP and the LSB. |

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| Recommendation 1 | <i>A healthier district (in mind and body)</i> |
| What | Further develop a joined up and community led approach to health and lifestyles with particular focus on tackling the mental health agenda (which is currently less supported than physical health in the district as a key but hidden symptom of poverty) |
| How | Grow on the current initiatives in health engaging social enterprise e.g. Sports Council, providers of Financial Advice, environmental support. Seek to develop Health Champions. |
| Who | Pioneer a stronger partnership with the voluntary and community sector and focus on joint working between the local authority, NHS Wakefield, Wakefield District Housing and the VCS sector overseen by the Health and Wellbeing Board |
| Where | In each of the 12 priority neighbourhoods |
| Some implications | <ul style="list-style-type: none"> • Add Voluntary Community and Social Housing representatives to the Health and Wellbeing Board. • Review the mental health agenda in the district. • Move from deficit-based to further asset based approaches. • Invest in workforce development, networks, volunteering, co-production and community ownership of local services. |

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| Recommendation 3 | <i>A district with more quality Jobs</i> |
| What | A greater emphasis on smart (business intelligence led), sustainable growth in key sectors and locations across the district. |
| How | Growth initiatives to encourage more and better jobs <i>for local people</i> through targeted business support (for start-up and existing enterprises), inward investment and regeneration (including use of planning regulations and new powers) |
| Who | WEP, Metro, Leeds City Region |
| Where | District wide with targeted pilots to overcome barriers to work (e.g. skills and transport) in a selection of priority neighbourhoods |
| Some implications | <ul style="list-style-type: none"> Actively find new ways of inter-agency working to joined-up approaches/funding for timely response to national and European opportunities. (Collaboration and not competition to maximise potential for success). Review barriers and obstacles to job opportunities for the communities most affected, for example limited bus routes, lack of subsidies for travel and so on and seek solutions through re-tasking current available resources. |

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| Recommendation 4 | <i>A District where new partnerships and partnering prosper</i> |
| What | Ensure that the private sector and social and community enterprises in the district influence and fully contribute to the poverty and prosperity agenda effectively |
| How | Create a Social Enterprise Hub to promote growth of the sector with an emphasis on supporting health and well-being and access to jobs (e.g. skills, transport). Development of innovative pilots sponsored/supported by local employers (CSR). Better and higher profile use of the 'Wakefield Together' brand as a vehicle for achieving and engaging in joint partnership work and development. |
| Who | <i>Wakefield Together</i> partners, Social and Community Enterprises and the private sector. |
| Where | District wide with pilots in priority neighbourhoods |
| Some implications | <ul style="list-style-type: none"> Invest in a Social Enterprise Hub and infrastructure. Increase employer engagement Develop an appropriate strategic framework for (inclusion and review of public sector procurement policies). |

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| Recommendation 5 | <i>A district which creates its own future and opportunities</i> |
| What | Create an Innovation Forum to support the development of new social and economic directions to 2030 and bring forward thematic plans for a cohesive district. |
| How | Establish a new Futures ‘think tank’ Forum/Programme. The development of a Wakefield prospectus to identify long-term issues and short-medium term action plans which compliments the current Jobs and Growth Plan but focuses on future proofing, creation and development through innovation. |
| Who | <i>Wakefield Together</i> , further and higher education, VCS, WEP, private sector |
| Where | District wide |
| Some implications | <ul style="list-style-type: none"> Invest in a new Futures Academy Explore new approaches to integrated delivery and neighbourhood planning in the 12 priority neighbourhoods |

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| Recommendation 6 | <i>A better informed district working to support a more prosperous future</i> |
| What | Plan for the socio-economic future of the district by reviewing the education system of tomorrow and improve links with schools, business, and social enterprises to make this possible. Planning for the education system of the future (21st century guild halls, socio economic models and future employment markets) |
| How | Through the leadership of the LSB, WEP and the <i>Wakefield Together</i> partnership encourage a cohesive and district wide joint programme between schools and enterprises which can meet some or part of a business’s corporate responsibility agenda. |
| Who | <i>Wakefield Together</i> Partners, Schools, VCS, local employers and FMCGs in the district. |
| Where | District wide |
| Some implications | <ul style="list-style-type: none"> Consider alternative socio-economic models.(e.g.co-operatives, social enterprises) Plan for the alternative education models of the future (e.g. 21st Century Guild Halls, Higher level apprenticeships) Strengthen business forecasting on future employment markets and trends |

Appendix 1: Commissioners

The Commission Panel



Professor Andrew Slade, Deputy Vice Chancellor Research and Enterprise, Leeds Metropolitan University
(Chair of the Commission)



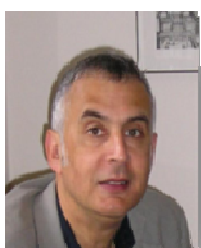
Elaine McHale, Corporate Director Family Services Wakefield Council



Joanne Roney OBE, Chief Executive Wakefield Council



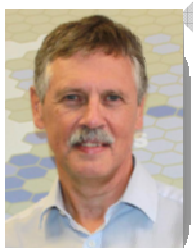
Professor Jane South, Leeds Metropolitan University



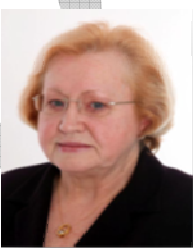
Professor Nick Frost, Leeds Metropolitan University



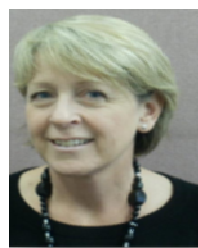
Professor John Shutt, Harris Research Partnership



John Fisher, Director of Local Futures Group



Mrs Margaret Handforth, Castleford Women's Centre (Castleford Community Learning Centre)



Paula Bee, Chief Executive Officer, Age UK Wakefield District

Appendix 2: Key contributors to the commission process

Key witnesses

Elected Members

Councillor Peter Box, CBE - Leader of Wakefield Council

Councillor Denise Jeffery – Deputy Leader and Cabinet portfolio holder for Regeneration and Economic Growth

Councillor Maureen Cummings – Cabinet portfolio holder for Environment and Communities

Councillor Pat Garbutt – Cabinet portfolio holder for Adults and Health

Councillor Olivia Rowley - Cabinet portfolio holder for Children and Young People

Health Theme

Mark Gamsu (Visiting Professor of Citizenship - Health and Inequalities at Leeds Metropolitan University)

Dr Andrew Furber - Director of Public Health

Tim Breedon, District Service Director - Wakefield South West Yorkshire Mental Health Trust

Kevin Dodd, Chief Executive - Wakefield and District Housing

Andrew Balchin , Corporate Director Communities - Wakefield Council

Education and Post 16 Skills Theme

Andy Wallhead, Corporate Director – Regeneration and Economic Growth, Wakefield Council

Janice Haigh, Chairman of Wakefield District Federation of Small Businesses and Policy Spokesman for the FSB for Yorkshire and the Humber

Steve Hirst, Business Development Director – Fujitsu

Bill Robb, Regional Operations Manager - Babcock Enterprise

Professor Colin Webster, expert on youth transitions and social exclusion and community – Leeds Metropolitan University

Kevin Dodd, Chief Executive - Wakefield and District Housing

Sue Johnson, Service Director – Schools and Lifelong Learning

Mark Taylor, Head Teacher – St Mary's CE Primary School, Wakefield

Regeneration and Employment Theme

Alison Haskins, Business Development Manager – Wakefield District Wellbeing Consortium

Mark Callaghan, Chief Superintendent – West Yorkshire Police

Alison France, Employer and Partnership Manager - Leeds and Wakefield Jobcentre Plus

Sarah Pearson, Service Director for Economic Growth and Strategic Housing – Wakefield Council

Neville Ford, Spatial Policy Manager – Wakefield Council

Wakefield Council officers managing the commission process:

Joanne Battye, Head of Policy, Performance and Partnerships

Paul Hayes, Corporate Policy and Planning Manager

Additional meetings and events

The Commission has also attended and facilitated other meetings and events that gathered the views of Council officers, representatives of other public sector bodies and voluntary and private sector organisations and also members of the general public.

Specifically, the Poverty and Prosperity Commission was the main subject of 3 meetings of *Wakefield Together's* Partnership Information and Intelligence Group (PIIG); a specially arranged 'Wakefield Speaks' event attended by approximately 90 members of the public; and three sessions engaging around 50 young people. Through these events and other meetings it is estimated that at least 250 people have been given the opportunity to directly inform the process.

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